



Governor's 2010 Census Outreach

The Success of the Census, It's in **OUR** Hands **Maryland!**

Maryland State Government Complete Count Committee (MSGCCC)

State Employee and Constituent Awareness Program (SECAP)

A. Goal and Objective of the SECAP

As your Agency's or Department's 2010 Census Coordinator we are asking you to marshal your organization's resources to contribute to our shared goal of assuring that every Marylander is counted in the 2010 Decennial Census. The objectives of the **SECAP** are to:

1. Assure that each State employee completes and returns his or her 2010 Census questionnaire in a timely manner.
2. Communicate to your constituents, clients and service providers the benefits received by Maryland and its people as a result of a complete Census count.
3. Encourage State employees to speak accurately and positively about the 2010 Census to co-workers and constituents as well as family, friends and neighbors.

B. Developing a 2010 Census SECAP Action Plan

Consider the following questions in crafting a SECAP Action Plan that makes effective use of your Agency or Department resources:

1. What staff, time and other resources can we commit to the 2010 Census Outreach?
2. What organizational outreach commitments that we already make could be linked to the Governor's 2010 Census Outreach initiative?
3. Who, within our organization, supervises units that have direct public contact? How do we motivate these supervisors to speak knowledgeably about the 2010 Census to their employees and constituents?
4. Which existing networks of communication, including the web, can be employed to help promote a complete Census count?

5. How will we involve our Communications Office or Public Information Officer to promote Census awareness?
6. Are there any opportunities for cooperation between our Agency or Department and other agencies or departments in our Census awareness activities?
7. What organizational units within our Agency or Department have substantial direct contact with the public or reach large numbers of the public? Which of these units serve hard-to-count (HTC) populations and/or have offices in areas with large hard-to-count (HTC) populations?
8. How do we plan our outreach campaign beginning with early outreach activities in the Summer and Fall of 2009, progressively gearing up from November 2009 thru January 2010, peaking during March and early April 2010, and ending in May 2010?
9. What time and resources are we planning to reserve for March through April 2010 when the big push is needed to get people to complete their 2010 Census Questionnaire?

C. Examples of SECAP Action Plan Outreach Activities

1. **Publications and Direct Mail** - Insert the Maryland Census logo on your publications, flyers and mailings. Include articles and announcements about Census 2010 on your website and in newsletters. Stress how the Census is important to you and the people you serve. A good count means better programs and opportunities for improved funding.
2. **Meetings** - Spread the word about the Census at meetings and public forums. Make sure your employees and constituents understand and can speak positively about the Census.
3. **Endorsements** - Issue an official statement or proclamation in support of the Decennial Census.
4. **Census Awareness**
 - Place Census stickers on all State vehicles (excluding police cars)
 - Post Census posters in high traffic areas
 - Hang banners in State buildings and field offices that have a large volume of daily traffic
 - Display census materials and brochures in State buildings or in special sites
5. **Web and Electronic Communication Campaign** - Add 2010 Census links to your website and add messages about completing and returning the Census questionnaire as part of web, e-mail, telephone and fax communications.
6. **Reach Out to Client Populations** - Make sure that the client populations you serve who may be reluctant or unable to easily respond to the Census get the encouragement and help they

need. Use employees, volunteers and service providers to assist in directing clients to special Census Hot Lines, Language and Walk-In Assistance.

7. **Assistance Centers** - Identify location and space for Census Walk-In Assistance Centers in areas where your organization already provides services to client populations, particularly where “walk-in populations” are likely to be more reluctant or need more help in responding to the Census. Include a listing of sites with available space in your Action Plan.
8. **Service Providers** - Encourage service providers who have day-to-day contact with client populations (e.g. Meals on Wheels, home health providers for the mentally or physically disabled, etc.) to assist in the completion and return of the Census Questionnaire.
9. **Aid Census Recruitment** - Encourage respected people in the community to work for the Census Bureau to assure a good count in the neighborhood in which they live and serve. See the MDP web site at www.mdp.state.md.us and the U.S Census Bureau web site at www.census.gov.
10. **Local Complete Count Committees** - Volunteer or direct others who wish to serve on these committees. See the MDP web site at www.mdp.state.md.us for a listing and links to Local Complete Count Committees.

D. Time Frame for Implementing the 2010 Census SECAP Action Plan

Early Census Awareness Activities (May 2009 thru October 2009)

Goal: Begin early constituent, service provider, employee and public awareness

1. Census materials and message at key meetings and events
2. Census materials available at booths - festivals and fairs
3. Place census posters and brochures at selected office locations, include stickers on vehicles

Pre-Census Activities (November 2009 through February 2010)

Goal: Progressively build and increase awareness

1. Place census posters encouraging employees to be counted in all government offices.
2. Place 2010 Census window stickers on government vehicles, except police vehicles.
3. By January 2010, include messages about the importance and benefits of the Census in employee and constituent communications.

Census Peak (March through early April 1, 2010)

Goal: Encourage employees and the public to fill out their form and return it promptly.

1. Include in communications with employees and constituents messages urging the return of the questionnaire.
2. Send in e-mails and other communications information on how to get assistance in completing the census form. Reiterate the importance of the census and urge questionnaire mail return. Include information about census assistance centers and assistance phone numbers, as appropriate.

There's Still Time (April 2 through April 15, 2010)

Goal: Encourage people who have not filled out their form and mailed it in to do it now.

1. Communicate with employees and constituents by saying *There's Still Time* to complete and mail in your form. Also include messages reminding them of the availability of additional Census forms if theirs was misplaced or never received.
2. Messages should include the location of census assistance centers and toll-free numbers as appropriate.

Census Takers Non-Response Follow-up (April 16 through May 31, 2010)

Goal: Encourage cooperation with Census Takers.

1. Send out "Cooperation with Census Enumerators" communications to employees and constituents.
2. Urge the publics you serve to "Cooperate with Census Enumerators".

For more information on Census 2010 in Maryland and the Governor's Census 2010 Outreach, contact Linda Janey, Assistant Secretary, Maryland Department of Planning at 410-767-4500 or visit our website at www.mdp.state.md.us.

The Governor's 2010 Outreach is a Partnership of the Maryland Department of Planning, the Office of the Secretary of State and the Governor's Office of Community Initiatives in conjunction with the U.S. Census Bureau and the Philadelphia Regional Office.